



# Licensing Consolidation Project

# Quarterly Digest

February 2007

Volume I

## Licensing Project Summary

First of all, I want to thank all of the project participants that have been working so hard on the Licensing Consolidation Project. It is this effort and the ideas generated at these meetings that will go a long way toward ensuring a great product and successful project. During the initial 3 month period, 14 Action Teams composed of 50 MDA staff, along with representatives from Michigan Department of Information Technology and local health departments, have been meeting on various action items ranging from standardizing applications to determining the structure of a central licensing unit. As you will read below, real progress has been made on a variety of the tasks associated with these action items. Please continue to follow progress on the intranet (News/Licensing Process Project) as MDA moves toward centralizing its licensing function and implements an on-line payment and application system that automates the license process. If, at any time during this project, you have any questions or comments, let me know.

- Brad Pagratis, Project Manager  
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### Action Team 1

### Create Central Licensing Unit

Team Leader: Rick Harper

Team #1 recognizes that MDA needs a central licensing unit (CLU) for standardization across 41 different regulatory programs to perform functions including data validation and entry, verification of license requirements, customer set up and maintenance, and customer service. The team has identified key objectives including simplification, standardization, gaining efficiency and effectiveness, and minimizing turn-around time. Implementation will be phased; a current goal identifies the transitioning to a CLU after the end of the fiscal year.

### Action Team 2

### Development of IT System

Team Leader: Brad Pagratis

Team #2 has made progress towards the goal of developing an automated solution to support the "to be" licensing process. Several meetings were held where discussion centered on the paperwork needed to enter the first phase of the project development cycle. This will consist of gathering business requirements, systems analysis, development of scope, and estimating. At the completion of the initial three months, the team had created an agreed upon Project Charter document and had made significant progress on the DIT-0153 (Bid Information Form) procurement paperwork.

## Action Team 3 Standardize App and License

Team Leader: Michele Finateri

Team #3 is looking at licenses, applications, and the associated letters/instructions for the department to create a uniform look, style, and flow to the documents. In addition, the team is looking at data collection needs to determine if additional information is needed or if there is data currently collected that is not needed. The team has reviewed the applications and has put together a detailed “matrix” detailing what information is required by law versus what is collected for other reasons. In addition, the team has created a separate matrix for all material printed on the licenses/registrations/permits that details what information is required to be printed versus what is printed for other reasons. The team is currently in the early stages of drafting the new application format.

## Action Team 4 Number of Licenses/End Date

Team Leader: Tim White

Team # 4 has mapped the licensing cycles for 41 different license types within MDA for fiscal year 2006. The team developed a pro and con list to evaluate multiple licensing end dates and has developed criteria for evaluating different license cycle models for current annual licenses (2 year licensing cycles, multiple month end dates, variable license year end dates). In an effort to balance the overall MDA licensing workload throughout the year, the committee is using the mapping information and has developed criteria to make recommendations related to license ending dates, and the consolidation or elimination of license types. The team will be finalizing its recommendations and beginning to research license fee structures within the next 90 days.

## Action Team 5 Unique Identifier

Team Leader: Byron Beerbower

Team # 5 is tasked to develop a unique identifier that would be used by the Central Licensing Unit (CLU) for all entities who obtain a license from MDA. The issue for the team to resolve is how the unique ID will be created and what information will be needed to assure that each entity receives only one identity. For example: a store, which has multiple licenses and is part of chain with multiple locations across the state, needs to have only one unique ID for all of the locations and licenses. This would allow the owner to sign onto the licensing system and renew/apply for all of his/her licenses at once. The team needs to assure that when the owner signs in to the licensing system they do not create multiple identities for themselves because they abbreviate a name, road, or similar information.

## Action Team 6 Electronic Signature

Team Leader: Byron Beerbower

Team #6 has reviewed current issues relating to the use of electronic signatures on items such as court documents, notarized documents, forms, letters, and applications. The team has received information from the Attorney General’s office that states electronic signatures are acceptable and valid for use in legal, contractual, and related issues. The team has requested guidance from the Department of Information Technology (DIT) on their standards for use of electronic signatures and is awaiting a response. The team has reviewed other state agencies and their use of electronic signatures and has found a general consensus that their use is not an issue. The next steps are to finalize what an electronic signature should be, such as a pin associated with the firm name or some other method.

## Action Team 7 Communication Plan

Team Leader: Tom Benner

Team #7 began by identifying customer types in order to create effective communication tools. Five groups were classified: Field & Regional Office Staff; License Desks, Finance & Upper Management; the balance of Constitution Hall staff; Local Health Departments; and the Industry. As part of the master communication plan that is being developed, this Quarterly Digest will be published to provide updates on the activities of each of the 14 teams and the overall project. Additional methods for disseminating information to external customers will include utilizing the MDA web page (Internet) and a listserv that is being finalized. GroupWise e-mail system and the MDA Intranet will be key communication tools for MDA employees.

## Action Team 8 Training Plan

Team Leader: Sue Esser

Team #8 conducted an initial review of the team implementation plan and made needed changes. In regards to training materials, the team needs to develop a list of what is needed from each division and then compile & review existing materials. Team members are researching, and will bring examples of training materials to the next team meeting.

## Action Team 9 Budgetary/Support Issues

Team Leader: Barb Hensinger

Team #9 has met and discussed different strategies for funding / budget support for the licensing project. A recommendation was made to research the details of other state systems to determine if an existing licensing system could meet many of our needs, thereby reducing development costs. The team also determined

that staff time involved in licensing project team activities is part of regular duties and therefore EWARS (electronic weekly activity reporting system) task coding would not be changed.

## Action Team 10 Receipt of Licensing Funds

Team Leader: Louis Martin

Team #10 has been researching the best way to receipt licensing fees. Alternatives such as Interactive Voice Response, Lock Box, Electronic Funds Transfer, and accepting credit cards through Centralized Electronic Payment Authorization System (CEPAS) were discussed. The team explored the costs of using credit cards and the impact this would have on revenue received. Additionally, Divisions were surveyed to determine current procedures for receipting funds in the field as well as in the Finance and Administrative Services Division. The team has also surveyed other agencies to determine how they handle refunds and checks returned as Non Sufficient Funds. An additional survey will be sent to various MDA Divisions to determine the impact of sending refunds to, and collecting Non Sufficient Funds from, the licensee rather than the payers who had previously submitted the payment for the license.

## Action Team 11 Centralized Web Site

Team Leader: Matt Clara

Team #11 has spent a considerable amount of time discussing best practices of other state web sites. The team is compiling these best practices to utilize in determining needed features on the MDA licensing web site. A review of MDA's online licenses has revealed a handful of license areas with an incomplete online presence and work is underway to rectify this. The team has also begun to discuss what a single web page for the licensing front end might look like, as well as tentative discussion on the subject of FAQ's. Discussion on focus groups has been tabled pending further information.



## Action Team 12

### Interim Process Data Flow

Team Leader: Shari Blonde

Team #12 has reviewed the licenses and has identified which of the licenses have the requirement to reply within 30 days if the application is incomplete or must issue the license within 90 days for completed applications. The team has also identified the systems' owners, including both the program desk manager and the licensing desk person/people. The team continues to add details and new information to the licensing spreadsheets as it is gathered, such as the exact name of the system. The team is currently collecting table structures for each license, while coordinating when possible with efforts made by Team #3 and Team #5.

## Action Team 13

### Transition Plan to Interim Process

Team Leader: Barb Hensinger

Team #13 is evaluating the codependences from other teams to ensure the team is aware of other actions that impact the interim implementation plan. The team is developing a matrix to assess variables in order to determine the sequence for moving each licensing process to the interim process. Interviews with staff who "sit at a licensing desk" will be conducted to get a better understanding of the total scope of their duties.

## Action Team 14

### Performance Outcomes/Measures

Team Leader: Mark Swartz

Team 14 has evaluated the task and has drafted a work plan. The team is currently waiting for completion of action Team #2 whose efforts are to define tasks that will be performed by the future system. Time spent performing these tasks will then be quantified.

## Team Members

### Action Item #1

Rick Harper, FASD  
Steve Schneider, FASD  
Barbara Hensinger, FER  
Rick Dethlefsen, FDD  
Gina Davis, 3PM  
Tami Eyer, HR

### Action Item #2

Brad Pagratis, FER  
Paula Sample, AID  
Mark Schwartz, ESD  
Steve Schneider, FASD  
Tom Benner, 3PM  
Byron Beerbower, FDD  
Bob Kieffer, DIT  
Kathy Forzley, LHD

### Action Item #3

Michele Finateri, AID  
Amy Bearss, ESD  
Deb Holton, FER  
Mark Stypinski, FASD  
Debby Cheresko, Lab  
April Hunt, 3PM  
Rick Dethlefsen, FDD  
Jim Bowes, 3PM  
Kathy Forzley, LHD

### Action Item #4

Tim White, Lab  
Michele Finateri, AID  
Teri Richardson, FASD  
Brian Rowe, 3PM  
Byron Beerbower, FDD  
Shari Blonde, FDD  
Diane Gorch, LHD  
Liesl Clark (Reference)

### Action Item #5

Byron Beerbower, FDD  
Mark Swartz, ESD  
Denise Shelagowski, FASD  
Jeff Frostick, Lab  
Linda Aldrich, FDD  
Bob Kieffer (Reference)

### Action Item #6

Byron Beerbower, FDD  
Jeff Haarer, FER  
Tim White, Lab  
Jim Bowes, 3PM  
Mark Stypinski, FASD

### Action Item #7

Tom Benner, 3PM  
Bob Andorfer, FER  
Melissa Rogers, FER  
Kevin Besey, FDD  
Tammy Szydlowski, AID  
Heather Throne, EXE

### Action Item #8

Sue Esser, FDD  
Kathy Gearhart, FDD  
Karen Anderson, HR  
Kris Duncan, 3PM

Matt Clara, FER  
Cyndy Saxton, FASD

### Action Item #9

Barb Hensinger, FER  
David Bruce, FASD  
Brad Pagratis, FER  
Kathy Fedder, FDD  
Lawrence Baisch, DIT

### Action Item #10

Louis Martin, FASD  
Mark Stypinski, FASD  
Deb Holton, FER  
Marsha Wiegman, FDD  
Denise Shelagowski, FASD  
Dave Hendrix, Treasury  
Vic Mankowski, DIT

### Action Item #11

Matt Clara, FER  
Sherri Fedewa, 3PM  
Steve Martin, 3PM  
Melissa Rogers, FER  
Marilyn Weber, FDD

### Action Item #12

Shari Blonde, FDD  
Jennifer Stickland-Finch, AID  
Brad Pagratis, FER  
Rick Dethlefsen, FDD  
Cyndy Saxton, FASD  
Jackie Martinez, Lab  
Tom Benner, 3PM  
Dave Pasutti, 3PM  
Bob Kieffer, DIT

### Action Item #13

Barb Hensinger, FER  
Gina Davis, 3PM  
Mark Stypinski, FASD  
Brad Pagratis, FER  
Shari Blonde, FDD

### Action Item #14

Mark Swartz, ESD  
Gary King, 3PM  
Steve Schneider, FASD

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